

**HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY** (Prices effective through December 25)

**December Holidays 2004**
**CENTRAL U.S.** - AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND,NE,OH,OK,SD,TN,TX,WI

**WHOLE TURKEYS**

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Outlet	Label	Regular		Kosher		Organic		Free Range		Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	
Alabama	Ingles	Butterball	1.59	0.89							w/ store card
		"	1.89	1.19							w/o store card
	Kroger	Butterball	1.29	0.99							
		Honeysuckle	1.19	0.99							
	Publix	Butterball	1.39	0.99							
		Publix	1.19	0.69							
	Winn-Dixie	No Label	1.19								
Arkansas	Dillons	Butterball	1.49	1.29							
		Honeysuckle	1.29	0.99							
	Harvest Foods	Butterball		0.99							
	Hy-Vee	Hy-Vee	1.19	0.79							
	Kroger	Butterball	1.29	0.97							w/store card
		Honeysuckle	0.89	0.79							w/store card
		Riverside		0.49							w/store card
Illinois Chicago Area	Certified	Butterball		1.19							
		Norbest	1.29								
	Cub Foods	Perdue	0.99								
	Dominick's	Butterball		1.19							
		Honeysuckle		0.89							
		Jennie-O		0.89							
		Safeway Select	1.19								
	Jewel	Butterball		0.99							
	Shop 'n Save	Jennie-O	0.97								
	Downstate Cub Foods	Perdue	0.99								
Downstate	Kroger	Butterball									<16 lbs. \$6 off; limit 1
		"									> 16 lbs. \$11 off; limit 1
		Honeysuckle									<16 lbs. \$6 off; limit 1
		"									> 16 lbs. \$11 off; limit 1
	Perdue	"									<16 lbs. \$6 off; limit 1
		"									> 16 lbs. \$11 off; limit 1
	Shop 'n Save	Jennie-O	0.97								
Indiana	Bigg's	Butterball		0.99							
	Kroger	Butterball									<16 lbs. \$6 off; limit 1
		"									> 16 lbs. \$11 off; limit 1
		"	1.39	0.89							regular price w/ store card
		Honeysuckle									<16 lbs. \$6 off; limit 1
		"									> 16 lbs. \$11 off; limit 1
		"	.99-1.09	0.89							w/ store card; varies by location

**HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY** (Prices effective through December 25)

**December Holidays 2004**
**CENTRAL U.S.** - AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND,NE,OH,OK,SD,TN,TX,WI

**WHOLE TURKEYS**

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Outlet	Label	Regular		Kosher		Organic		Free Range		Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	
<b>Indiana</b> (continued)	Kroger (cont)	Perdue "									<16 lbs. \$6 off; limit 1 > 16 lbs. \$11 off; limit 1 w/ store card; varies by location
		Shady Brook	.99-1.09								
	Marsh	Norbest		0.99							
<b>Iowa</b>	Cub Foods	Jennie-O	0.98								
	Dahl's	Farm Fresh		0.79							
		Jennie-O	1.19								
	Fareway	Fastco		0.79							
	Hy-Vee	Honeysuckle	1.97								
		Hy-Vee	1.19	0.79							
		Jennie-O		1.49							oven-ready in a bag
<b>Kansas</b>	Dillons	Butterball	1.49	1.29							
		Honeysuckle	1.29	0.99							
	Hen House	Butterball		1.19							
		Hen House		0.99							
		Honeysuckle		1.09							
		Norbest	1.29								
	Hy-Vee	Hy-Vee	1.19	0.79							
	Price Chopper	Best Choice	0.99	0.89							w/ store card
<b>Kentucky</b>	Bigg's	Butterball		0.99							
	Food City	Butterball	1.29	0.89							w/ store card; limit 2 on frozen
		"	1.59	1.39							w/o store card
		Food Club		0.69							w/ store card; limit 2 on frozen
		Jennie-O		1.49							Oven-Ready in a bag; w/ store card
		"	1.19								w/ store card; limit 2 on frozen
		"	1.29								w/o store card
	Food Land	Wampler	1.29								
	Food Lion	Butterball		0.89							w/ store card
				1.29							w/o store card
	Kroger	Butterball									<16 lbs. \$6 off; limit 1
		"									> 16 lbs. \$11 off; limit 1
		"	1.39	0.89							regular price w/ store card
		Honeysuckle									<16 lbs. \$6 off; limit 1
		"									> 16 lbs. \$11 off; limit 1
		"	.99-1.09	0.89							w/ store card; varies by location
	Perdue	"									<16 lbs. \$6 off; limit 1
		"									> 16 lbs. \$11 off; limit 1
	Shady Brook		.99-1.09								w/ store card; varies by location
	Remke	Butterball		0.99							

**HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY** (Prices effective through December 25)

**December Holidays 2004**
**CENTRAL U.S.** - AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND,NE,OH,OK,SD,TN,TX,WI

**WHOLE TURKEYS**

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Outlet	Label	Regular		Kosher		Organic		Free Range		Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	
<b>Kentucky</b> (continued)	Winn-Dixie	No Label	1.19	0.79							w/ store card
		"	1.39	0.89							w/o store card
<b>Louisiana</b>	Albertson's	Butterball	1.39								w/ store card
		Honeysuckle	0.99								w/ store card
		Lancaster	1.19								w/ store card
		Village Market		0.49							w/ store card
	Breaux	Shur-Fresh		0.59							
	Kroger	Jennie-O	1.29	0.38							
	Sav-a-Center	Honeysuckle	1.19								
<b>Michigan</b>		Riverside		0.59							
	Super Foods	No Label		0.69							
	Winn-Dixie	No Label	1.19								
	D&W	D&W									> 16 lbs. \$10 off
		"									< 16 lbs. \$7 off
	Farmer Jack	Amish Valley	0.99								
		Butterball		0.99							
<b>Detroit Area</b>		Honeysuckle		0.69							
		Jennie-O		0.49							
	Kroger	Butterball		0.89							w/ store card
	Marsh	Norbest		0.99							
	VG Food	Amish	0.99								
	Farmer Jack	Amish Valley		0.99							
		Butterball		0.99							
<b>Minnesota</b>		Honeysuckle		0.69							
		Jennie-O		0.49							
	Country Market	Farm Fresh		0.89							
	Cub Foods	Jennie-O	0.98								
	Hy-Vee	Hy-Vee	1.19	0.79							
	Lund's & Byerly's	Butterball	1.39								
		Jennie-O		0.99							
<b>Mississippi</b>		"		1.99							oven-ready in a bag
		Lund's	1.49								
	Rainbow	Butterball	1.39								
		Jennie-O		0.98							
		"		1.99							Oven-Ready in a bag
	Brookshires	Butterball		0.69							
		Honeysuckle	1.19								
<b>Mississippi</b>	Carnival	Pilgrim's Pride		0.39							w/ \$10 purchase; limit 1

**HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY** (Prices effective through December 25)

**December Holidays 2004**
**CENTRAL U.S.** - AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND,NE,OH,OK,SD,TN,TX,WI

**WHOLE TURKEYS**

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Outlet	Label	Regular		Kosher		Organic		Free Range		Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	
<b>Mississippi (continued)</b>	Kroger	Butterball	1.29	0.97							w/ store card
		Honeysuckle	0.89	0.79							w/ store card
		Riverside		0.49							w/ store card
	Minyard's	Butterball		0.69							
	Sack'n Save	Pilgrim's Pride		0.35							
	Sav-a-Center	Honeysuckle	1.19								
		Riverside		0.59							
	Winn-Dixie	No Label	1.19								
<b>Missouri</b>	Dillon's/Gerber's	Butterball	1.49	1.29							w/ store card
		Honeysuckle	1.29	0.99							w/ store card
	Hen House	Butterball		1.19							
		Hen House		0.99							
		Honeysuckle		1.09							
		Norbest	1.29								
	Hy-Vee	Hy-Vee	1.19	0.79							
	Price Chopper	Best Choice	0.99	0.89							w/ store card
	<b>St Louis Area</b>	Dieberg's		1.99							
		HyVee	1.19	0.79							
		Schnucks	Jennie-O	1.69							oven-ready in a bag
			Pilgrim's Pride	1.39							
			Schnuck's	0.89							
		Schnuck's Premium	1.19								
	Shop 'n Save	Jennie-O	0.97								
<b>Nebraska</b>	Bakers	Butterball	1.49	1.29							
		Honeysuckle	1.29	0.99							
	Food-4-Less	Butterball	1.49	1.29							
		Honeysuckle	1.29	0.99							
	Hy-Vee	Hy-Vee	1.19	0.79							
<b>North Dakota</b>	Dan's	Farm Fresh		0.77							
<b>Ohio</b>	Bigg's	Butterball		0.99							
	Dorothy Lane	Bowman & Landes	2.29								all natural; locally grown
	Farmer Jack	Amish Valley	0.99								
		Butterball		0.99							
		Honeysuckle		0.69							
		Jennie-O		0.49							
	Giant Eagle	Giant Eagle		0.79							
		Honeysuckle		0.79							
		Riverside		0.79							

**HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY** (Prices effective through December 25)

**December Holidays 2004**
**CENTRAL U.S.** - AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND,NE,OH,OK,SD,TN,TX,WI

**WHOLE TURKEYS**

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Outlet	Label	Regular		Kosher		Organic		Free Range		Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	
<b>Ohio</b> (continued)	Kroger	Butterball									<16 lbs. \$6 off; limit 1
		"									> 16 lbs. \$11 off; limit 1
		"	1.39	0.89							regular price w/ store card
		Honeysuckle									<16 lbs. \$6 off; limit 1
		"									> 16 lbs. \$11 off; limit 1
		"	.99-1.09	0.89							w/ store card; varies by location
		Perdue									<16 lbs. \$6 off; limit 1
		"									> 16 lbs. \$11 off; limit 1
		Shady Brook	.99-1.09								w/ store card; varies by location
	Tops	Wampler		0.69							
	Shop 'n Save	Honeysuckle	1.29	0.99							
	Tops	Wampler		0.69							
<b>Oklahoma</b>	Albertson's	Butterball	1.39								w/ store card
		Honeysuckle	0.99								w/ store card
		Lancaster	1.19								w/ store card
		Village Market		0.49							w/ store card
	Dillon's	Butterball	1.49	1.29							
		Honeysuckle	1.29	0.99							
	Homeland	Butterball	1.49								w/ \$20 purchase; limit 1
		Honeysuckle	1.19								
		Safeway Select	0.99								
	Safeway	Manor House		0.59							
<b>South Dakota</b>	Albertson's	Honeysuckle	0.99								
	Dan's	Farm Fresh		0.59							limit 2
	Hy Vee	HyVee	1.19	0.79							
	Safeway	Butterball	1.49	0.99							w/ store card
		Honeysuckle		0.99							w/ store card
		Manor House		0.79							w/ store card
		Safeway Select	0.99								w/ store card
<b>Tennessee</b>	Food City	Butterball	1.29	0.89							w/ store card; limit 2 on frozen
		"	1.59	1.39							w/o store card
		Food Club		0.69							w/ store card; limit 2 on frozen
		Jennie-O		1.49							Oven-Ready in a bag; w/ store card
		"	1.19								w/ store card; limit 2 on frozen
		"	1.29								w/o store card
	Food Lion	Butterball		0.89							w/ store card
		"		1.29							w/o store card
	Harris Teeter	Butterball		0.99							
		HT Premium Hen		0.69							
		" " Tom		0.59							

**HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY** (Prices effective through December 25)

**December Holidays 2004**
**CENTRAL U.S.** - AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND,NE,OH,OK,SD,TN,TX,WI

**WHOLE TURKEYS**

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Outlet	Label	Regular		Kosher		Organic		Free Range		Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	
<b>Tennessee</b> (continued)	Ingles	Butterball	1.59	0.89							w/ store card
		"	1.89	1.19							w/o store card
	Kroger	Butterball									<16 lbs. \$6 off; limit 1
		"									> 16 lbs. \$11 off; limit 1
		"	1.29	0.99							w/ store card
		Honeysuckle									<16 lbs. \$6 off; limit 1
		"									> 16 lbs. \$11 off; limit 1
		"	.89-1.19	.79-.99							w/ store card; varies by location
		Perdue									<16 lbs. \$6 off; limit 1
		"									> 16 lbs. \$11 off; limit 1
		Riverside		0.49							w/ store card
		Shady Brook	0.99								w/ store card
	Publix	Butterball	1.39	0.99							
		Publix	1.19	0.69							
<b>Texas</b>  <b>Eastern</b>	Schnuck's	Honeysuckle	0.99								
		Schnuck's	0.89	0.89							
	Shop n' Save	Jennie-O	0.97								
	Winn-Dixie	No Label	1.19	0.79							w/ store card
		"	1.39	0.89							w/o store card
	Albertson's	Butterball	1.39								w/ store card
		Honeysuckle	0.99								w/ store card
		Village Market		0.49							w/ store card
	Carnival	Pilgrim's Pride		0.39							limit 1 w/ \$10 purchase
	HEB	Butterball	1.49								
		HEB	0.97								
		Riverside		0.57							
	Kroger	Butterball		1.19							
		Jennie-O		0.38							w/ \$10 purchase; limit 2
		"	1.29								
	Minyard	Butterball		0.69							limit 1
	Tom Thumb or Randall's	Butterball	1.49	0.99							w/ store card
		Honeysuckle		0.89							w/ store card
		Manor House		0.59							< 16 lbs. w/ store card
		Safeway Select	0.99								w/ store card
	Sack'n Save	Pilgrim's Pride		0.35							w/ \$10 purchase; limit 1

**HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY** (Prices effective through December 25)**December Holidays 2004****CENTRAL U.S.** - AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND,NE,OH,OK,SD,TN,TX,WI**WHOLE TURKEYS**

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Outlet	Label	Regular		Kosher		Organic		Free Range		Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	
<b>Texas</b> <b>Western</b>	Albertson's	Butterball	1.39								w/ store card
		Honeysuckle	0.99								w/ store card
		Village Market		0.49							w/ store card
	Market Street	Honeysuckle	0.97								
<b>Wisconsin</b>	Cub Foods	Jennie-O	0.98								
	Pick N Save	Roundy's	0.89								w/ store card
	Piggly-Wiggly	Food Club		0.78							